

Westdale Village BIA

Meeting Minutes

Date & Time: Wednesday, August 2, 2017 @ 7:00pm

Location: Westdale Village BIA office – 1038 King Street West

Present: Anne Campagna, David Simpson, April Windus, Tracy MacKinnon (recording)

Regrets: Trevor Cameron, Councillor Aidan Johnson, Ilona Santa-Verlint, Parul Sanduja

Declared Conflicts of Interest: none

1. Quorum not present so discussion meeting took place with David Simpson as Chair. Parul and Ilona tried to attend, but dependent on business activities.
2. Approval of Agenda. Agenda reviewed and discussed.
3. Approval of minutes from April 25, 2017 and May 24, 2017. Deferred.
4. Treasurer's Report: Anne. Some bills to be paid. Balance:
5. New BIA Marketing Coordinator – Tracy MacKinnon introduced to the Board.
6. Hamilton Philharmonic Youth Orchestra.
 - Looking for small ensemble performance opportunities throughout City of Hamilton.
 - All proceeds will be used towards music education and HPYO summer activities
 - ACTION: Tracy to contact to see if available for September 2nd.
7. Sponsorship of Movie Night
 - Party in the Park – screen 10'x20' and inflatables
 - Open Air Projections quote of \$2495
 - Insurance is provided for inflatables
 - Westdale BIA Advertisement: could hang a banner above the movie screen, play a clip from the Westdale BIA before the movie and/or brand the trophy of winners
 - ACTION: Anne to clarify what movie is being played and confirm costs.
8. Events: West Fest – Saturday, September 2nd, 2017 from 12noon-11pm
 - Posters – Tracy to do and distribute. Sample shown to Board.
 - Advertising – The Spec ads changed to West Fest for all of August – 4 at end of month and agreement to add the Dundas Star ads for West Fest
 - MSU organizing main stage music
 - Tracy working on vendors, volunteers, merchants' participation, radio stations, promotions, firetruck, mounted Police, Ambulance, volunteer t-shirts needed
 - Anne arranged for inflatables, SEAT permit, barricades, MSU
9. McMaster Sidewalk sale – Thursday, September 7th, 2017
 - Agreement to have a BIA table – Tracy to staff and promote
 - ACTION: Tracy to send details to notify BIA Merchants and request participation.
10. Advertising: Fall and Winter
 - Options presented to the Board for The Spec, Dundas Star, Ancaster, McMaster Sil
 - Business Guide – agreement for Tracy to do for Westdale. Samples presented. Cost neutral model with advertising offset.
 - Agreement to add the Dundas Star for West Fest

11. City of Hamilton:

- HABBIA Meeting – August 8th – Anne and Tracy to attend
- Commercial Market Value Assessment ~\$3 500 – request from the City of Hamilton that Westdale is due to be done again.
Agreement in principle to proceed with CMVA.
- Parking Revenue Sharing Fund (\$17 968.88 + carry over 2016 of \$1 264.60)
Agreement to look at for streetscape spending.
- Contribution to BIA Operating Budgets (\$13 583.39 – no carry over)
Agreement to look at for streetscape spending
- Christmas Grant program (up to \$1 000 of 50%)
Have done in the past and would like to do again.
- Posting of minutes and notice of meetings
Requirement of Bill 130. Need to put together for Carlo.
- Regular meeting schedule? E.g. first Wednesday of the month
Request from Carlo that Board tries to set a regular meeting time and let him know.

12. New Business:

- Would like to consider the filming for social media from Green Marketing.
Waterdown BIA did well with the campaign.
- Would like to get weeds cleaned-up. Anne to look at landscaper. Tracy to request City maintenance.

13. Next Meeting: Wednesday, September 13th @ 7pm (moved a week with West Fest and Labour Day)

14. Adjournment. Discussion meeting adjourned at 8:45pm.